Rahul Banerjee

MBA Graduate, Marketing and Finance

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CAREER OBJECTIVE

MBA graduate from a top 30 B-school with dual specialisation in marketing and finance, 2 years of prior work in engineering services and a summer internship in FMCG sales. Led a market entry study that identified a Rs 3 crore opportunity. Looking for a management trainee or associate role in marketing, consulting or business analysis.

EDUCATION

MBA (Marketing and Finance), IIM Kozhikode 2023 – 2025
Kozhikode, India | 3.4 CGPA out of 4

B.E. Mechanical Engineering, Jadavpur University 2017 – 2021
Kolkata, India | 8.5 CGPA

INTERNSHIP

Summer Intern, Sales and Marketing, Northwind Consumer Products Apr 2024 – Jun 2024
Bengaluru, India

- Studied retail sell-out data of 120 stores and found 14 outlets with high growth potential.
- Proposed a trade scheme that raised trial purchases by 18% in a pilot of 10 outlets.
- Presented findings to the regional sales head and received a pre-placement interview call.

WORK EXPERIENCE

Graduate Engineer, Kestrel Engineering Services Jul 2021 – May 2023
Pune, India

- Coordinated 6 customer projects worth Rs 4 crore and handled weekly status calls with clients.
- Reduced rework by 15% through a simple checklist and led a team of 5 technicians.
- Prepared cost estimates and quotations for 30 proposals, 11 of which converted to orders.

ACADEMIC PROJECTS

Market entry study for a packaged snacks brand, Survey, Excel, Tableau

- Surveyed 250 consumers, built a segmentation and recommended a launch plan worth Rs 3 crore in year one.
- Won second place among 40 teams in the B-school case competition.

ACHIEVEMENTS

Case competition runner up, IIM Kozhikode Marketing Club Feb 2024

Academic merit scholarship, IIM Kozhikode Jul 2024

LEADERSHIP

Placement Committee Member, IIM Kozhikode Jul 2024 – Mar 2025
Kozhikode, India

- Coordinated 12 company visits and managed schedules for 180 students.

SKILLS

Market research
Financial modelling
Excel
Tableau
SQL basics
Consumer insights
Pricing
PowerPoint
Case analysis